Everyone has their favorite commercials. Commercials advertisements relied on a specific emotion to get there point across. Like commercials war posters relied on fear to get their message across. War posters had the power to communicate with people who could not even read. The most effective posters were clear, legible, specific, simple, and direct. Propaganda posters in World War one and two had their own way if getting their message across. The views and influences of these propaganda posters have changed over time of these World Wars.

Many World War one posters had the influence of the statue of liberty in them. Even though the actual statue was not seen, a woman would be a substitute. In a particular poster in 1917 by Howard Chandler Christi, this was exceptionally noticeable. There is a woman holding a flag in her right hand which seems to be her “torch”. Behind her to the left is an army. In their faces you can see pain and agony. The government uses fear to tell the audience that they have two choices: “fight or buy liberty bonds.” The symbolism of the woman figure is clear and effective. Propaganda is used here as in many posters by insisting fear into the audience, and telling them that fighting, or buying bonds is the only way to win.

Other World War one posters have a historical icon replacing liberty. In one particular poster, liberty is wearing her robe, and holding her torch, but she has changed. It seems as if Uncle Sam has taken her place. In her left hand, she is pointing, where she should be holding her book, and she appears to have human-like skin. In this poster too, the emotion used to sell the message is fear. The posters states “you buy liberty bond lest I perish.” The government is trying to tell the common citizen that if they do not want liberty to perish, they must buy liberty bonds. The colors in this poster are red, blue, and green. The symbol of Uncle Sam is simple, yet, direct, and effective.

Other posters have interesting themes. One in particular uses the theme of a Greek Goddess to plays liberty’s part. This poster is by Haskell Coffin. It has natural colors such as beige, green, and blue. The Goddess is wearing a long white robe and has wings. She has a crown much like Liberty’s but it appears to be made of leaves. In her right hand she holds a sword and in the left a palm. The poster states: “share in the victory buy war saving stamps.” The picture captures and holds on to ones attention. Almost everything is visual and all symbols are both very clear and effective. The idea of using a Greek Goddess as a symbol for the statue of liberty was direct and unique.

During World War one the statue of liberty was viewed as an icon that was in need of defending. As seen in a poster by Joseph Pennell it stated that “liberty shall not perish from the earth if we do not buy liberty bonds”. The colors used in this poster were dark sepia and a dark brown. These colors symbolized pain and help, which was the message the author, wanted the reader to see and feel. When looking at the poster the government wants the reader to fear that if they do not buy liberty bonds the statue of liberty will die.

Many of the war posters used in World War one gave mixed messages. A poster entitled “For liberty’s sake enlist in the navy” showed liberty as a strong individual who needed defending. In this poster the torch that liberty is holding has a bright star on top of it. This star represents a map to victory; however, the title and the statue itself symbolize help and weakness. The message the government wants the reader to see is if you enlist in the navy it will insure that there will be a statute and victory.

A patriotic sheet music named “Good bye France” was a poster used to symbolize friendship. Sergeant Irving Berlin created this poster with two soldiers, an American soldier and French soldiers they are both shaking each others hands with the statue of liberty in the background. The title reads “Good bye France, you’ll never be forgotten by the U.S.A”. The government wanted the reader to see the friendship with France is symbolized in the statue of liberty.

In World War one liberty was used in many of the propaganda posters causing the reader to have emotion towards them. In doing this they showed the statue of liberty as a symbol of friendship, liberty giving mixed messages, and liberty in need of protecting. By World War two these views of the statue had changed.

The statue of liberty during World War two was a leader. She was used symbolically as a leader of the support of liberty, the support of the military and even death. She was shown in posters having to do with financing, protecting, Global War, caring and many others themes. These were used in the war to motivate and boost the public morale to participate and focus on the war. In document three called “85 MILLION AMERICANS Hold War Bonds”, in this poster a picture of a man clenching war bonds; if the war bonds are taken away the hands will form a fist. This poster was probably used to encourage Americans to buy war bonds. In doing this they bought liberty for others and fought along side of liberty.

The next poster document one is called “liberty for all keep’em flying”, which is the saying on the picture. The picture itself is black, with the statute of liberty, an aircraft carrier, and a bi-plane. The bi-plane is in the air flying on liberty’s left and the carrier is in the water, coming in front of the statute. This scene is kind of cloudy. This could have probably meant to show the statue of liberty leading the navy and saying support the navy. Also to encourage the citizens to help the navy, so they can give liberty to others.

*“Ecco I Liberatori”* this poster was made by an Italian during WW2. This is a picture of the statue of liberty with a skeleton body. In her hand is a mask of her original face, and around her smoke and fire. She is standing in the middle of an Italian town and it too is on fire. There are bombers coming out of the smoke and on skeletal liberty her hat has spikes and she is smiling. There was a saying across the picture it read *“Ecco I liberatori”* which means “Here comes the liberator”. This poster was probably showing the statue as a symbol of death and that the good thing about her and America was wrong.

The statue was also used in military efforts. In October 29, 1942, on the 56th anniversary the United States military organizations and department gave speeches on the approach on World War two. One speech was from Winston who said “No country ever had liberty or peace as a gift, no country ever had freedom with out paying for it and it is going to take blood, sweat and tears”. This speech was probably used to show how hard we are going to need to work to fight for something great. Albert J. Halm, president of L’ Union Alsacienne, only existing organization that participated in the original dedication ceremonies of the statue in 1886, said “ our presence here today will have indeed served its highest purpose, if it will have quickened in the hearts of all of us in a sense of appreciation of our priceless heritage of liberty”. What he possible meant was that the French people there and the Americans should treasure there freedom, liberty and self government.

The statue of liberty was a great symbol during wartimes. She helped encourage the public to support liberty, for she was a universal symbol of liberty. During World War one liberty was a great show in encouraging the public for the war by showing that she needed them to protect her and defend her and for them to support her. In World War two the tables were turned and it was she who did the leading. The statue of liberty is a great motivator for the public and her image during war time was greatly used. She stood for many good times.